

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant :	Dwight Allen Merriman et al.	Art Unit :	3714
Serial No. :	10/798,340	Examiner :	Ronald Laneau
Filed :	March 12, 2004	Conf. No. :	5600
Title :	METHOD OF DELIVERY OF TARGETING, AND MEASURING ADVERTISING OVER NETWORKS		

**Mail Stop Amendment**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

AMENDMENT IN REPLY TO ACTION OF AUGUST 6, 2009

Please amend the above-identified application as detailed below and consider the following remarks.

Amendments to the claims are reflected in a listing of claims that begins on page 2 of this paper.

Remarks begin on page 8 of this paper.